



**ACTIVE  
HUMBER**

# Uniting the Movement across the Humber

Our 5 Year Vision  
2022 - 2027



# Who we are

when we move, we're stronger



## Who we are

Our core belief is that when we move, we're stronger. That's true for each of us, and it's true for our communities and the planet. We believe every person should have an equal chance to benefit from living an active and sustainable life.

Our role is to operate as the region's physical activity and sport partnership acting as a catalyst to create a sustainable future where the participation rates for inactive people and under represented groups improve year on year.

Our work supports the aims and common purpose of Sport England's 2021-2031 *Uniting the Movement* vision, and we do that by influencing policy makers, supporting our partners, delivering our programmes, and doing that in an organised way, to get the least physically active, active.



## The Challenge

Not everyone has equal access to physical activity. We need to understand why these inequalities exist and work with our partners to address them.

Success would be people who once struggled to be active feeling the positive benefits of increased activity.



People with a disability or long-term health condition are twice as likely to be inactive.

People from low income households are less likely to be active than those with higher incomes.

Over half of children are not achieving the recommended 60 minutes of physical activity per day.

Almost half of adults aged 75+ are inactive. This population is projected to grow significantly.

Those on the coast are less likely to be active.

People from culturally diverse communities are less likely to be active.

We are the second most physically inactive place in England.







The Covid-19 pandemic has emphasised the importance of physical activity to our personal health

## The Outlook

There is growing local and national movement to address the high levels of physical inactivity.

The Humber and North Yorkshire Integrated Care Board is placing increasing emphasis on preventive measures and the role that physical activity has in that.

The Local Economic Partnerships see the value of good workplace health and the role of physical activity to aid in the recovery of the Humber economy.

Sedentary behaviours are carbon intensive behaviours and in reducing them physical activity has a key role in how the Humber addresses the climate change challenge.

Organisations working with children and adults with a disability and / or long term health conditions and those living in our poorest communities increasingly understand the role that physical activity can help in reducing inequalities.

This plan is how Active Humber will work with its partners to help achieve the aims of the Sport England strategy *Uniting the Movement* and other complementary strategies, to get the Humber area to become more physically active by reducing inequalities and improving lives in a sustainable way.

This is how we are going to do it!





# Vision Mission Values

## Our Vision

We want the Humber to be a place where everyone is physically active, every day, for themselves, their communities, and the planet.

## Our Mission

To get the most inactive to be active for themselves, their communities, and the planet.

## Our Values

We act with integrity, cooperate with others and be exemplary in all we do.

## Our Goals

We have four goals that we will act upon as the best means of getting more people to be physically active.

We will work with partners on how these goals can best support them to help more people and communities become physically active.

- 1 Advocate**  
We advocate for the importance of physical activity and sport in the lives of all people across the Humber to maximise resources and investment into physical activity and sport.
- 2 Inactivity**  
We encourage more people to become physically active, especially those who are currently inactive.
- 3 Inequality**  
We encourage greater inclusivity in physical activity and sport so that everyone can take part.
- 4 Exemplary**  
We ensure as an organisation that we are a valued and trusted partner, fit for purpose, inclusive and equitable in all we do.

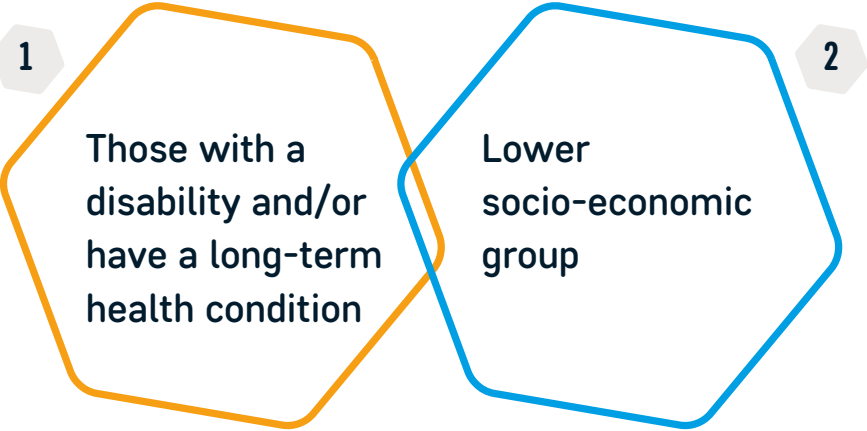




# Our Priority Groups

We have identified four priority groups where we will focus our efforts and resources.

These groups have been identified as those who are least physically active and facing the greatest inequalities.



With a particular emphasis in these two population groups of those who are:



And those living in our places experiencing the greatest inequalities.



# Our Priority Groups





We can work together to enable  
physical activity to become the norm

## Place Based Working

Communities are full of people, places and passions and when these connect something magical happens and ideas turn into action.

We believe that working with people in their community alongside the groups, organisations and businesses in that place, is the best way to understand what a place is like, what the challenges and issues are, and how we can work together to enable physical activity to become the norm.

We regard the Humber as the four places of the local authority areas of; East Riding of Yorkshire, Hull, North Lincolnshire and North East Lincolnshire and their communities. We help those four places to come together as one when they need to make the case as the Humber. We influence those at a regional and national level to best help those local places and communities.

This plan is not an overall strategy for the Humber area but how Active Humber can best assist each place to develop their own physical activity strategies.



## Diversity and Inclusion

We include everyone, as we believe movement, physical activity and sport is for everyone. We are building a culture where difference is valued because we believe diversity drives empathy, a sense of belonging and innovation.

We still have work to do, and we know a diverse team has a positive impact on everything we do, helping us better serve our communities and partners. We are passionate about reducing inequalities in our communities and providing everyone with the opportunity to move more, be physically active or take part in sport.

Each of us contributes to this mission – we all have a role to play. For some of us it means finding the courage to stand up and speak out. For others, it means listening with patience and empathy, ensuring everyone feels heard and valued.

For all of us it means asking questions, challenging unfairness and appreciating one another's contributions to helping the people of the Humber lead healthy, active lives.

A photograph of four diverse women walking and laughing on a path in a park. The women are of various ages and ethnicities, dressed in casual athletic wear. The background shows lush green trees and a clear sky. The overall mood is positive and active.

A culture  
where  
difference  
is valued





# An environmentally responsible charity

## Climate Change

Active Humber acknowledges the climate change crisis.

We aim to promote and develop physical activity and sport in ways that support the wider sustainability agenda and formally commit ourselves to being an environmentally responsible charity.

We know, that encouraging people to walk and cycle rather than use motorised transport, and to use our open, green spaces are clear examples of ways we can support which will get people active, bring health benefits and reduce carbon emissions.

Active Humber has two roles in its environmental and sustainability work:

- 1 To manage and develop the business in a sustainable way within the resources at our disposal to ensure the ongoing success of the business.
- 2 To advocate with partners the value of physical activity and sport in creating a more sustainable planet.







# Partnership Map





## Measuring our impact

We know that we will be successful when people who once struggled to be active feel the positive benefits of increased activity. The simplest measure of success will be through Sport England's Active Lives Surveys, paying particular attention to our least active communities, via the three measures below:

- 1 Overall levels of activity across our population are going up, not down.
- 2 Overall levels of inactivity across the population are going down, not up.
- 3 Levels of inequality across both measures are narrowing, not widening.

But it is about more than numbers. It's also about a shift in the way we work together, as individuals and organisations, to meet the needs of local people. We will measure that work by these means:

- **Creating a culture of learning** – Learn together from what has not worked, what has and may work to build the conditions of success.
- **Monitoring outputs** – Whether our actions and investments match up to our commitment on tackling inequalities.
- **A movement of people creating population level change** – The whole sector working together to ensure year on year improvements in activity levels.
- **Demonstrating outcomes** – Showing what our actions and investments lead to across the Humber and what enhances those outcomes.

A photograph of a man in a dark t-shirt and green shorts helping a young girl in a purple helmet and sunglasses ride a pink and white bicycle on a paved path in a park. The background is filled with trees and a warm, golden light, suggesting late afternoon or early morning. The text 'Positive benefits of increased activity' is overlaid in large white letters on the right side of the image.

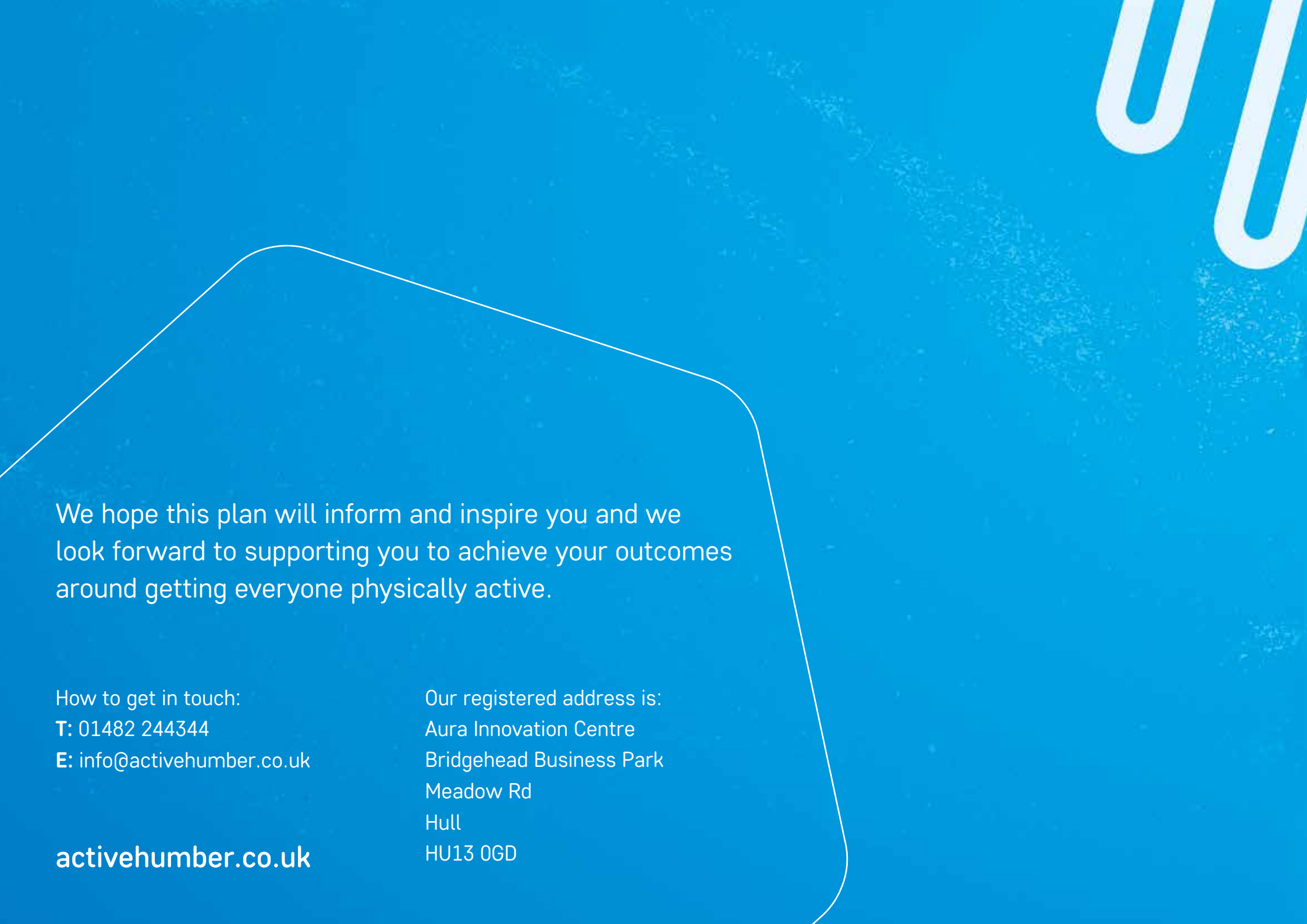
# Positive benefits of increased activity





# Uniting the Movement across the Humber



A white line starts from the left edge, curves upwards to a peak, then slopes downwards to the right, ending near the bottom right. In the top right corner, there is a large, stylized white graphic consisting of two parallel, slightly curved vertical bars.

We hope this plan will inform and inspire you and we look forward to supporting you to achieve your outcomes around getting everyone physically active.

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